

Rep Order# 9845248 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/16/2012 1:14 PM  
Last Received: 10/16/2012 1:00 PM  
Showing Buylines: All Lines

1 of 4

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 8  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

66276  
Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //8  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POLITICAL ORDER - PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-TU	6A-7A	GM CINN	:30	\$600.00	10/22-10/23	2 P2	1	2	\$1,200.00	
	2	W-F	6A-7A	GM CINN	:30	\$600.00	10/17-10/19	3	1	3	\$1,800.00	
	3	M-TU	7A-9A	NEWS	:30	\$450.00	10/22-10/23	2 P2	1	2	\$900.00	
	4	W-F	7A-9A	NEWS	:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
	5	M-TU	9A-10A	DOCTORS	:30	\$350.00	10/22-10/23	2 P2	1	2	\$700.00	
	6	W-F	9A-10A	DOCTORS	:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
	7	M-TU	10A-11A	ANDERSON	:30	\$350.00	10/22-10/23	2	1	2	\$700.00	
	8	W-F	10A-11A	ANDERSON	:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
	9	M-TU	430P-5P	NEWS	:30	\$650.00	10/22-10/23	2 P2	1	2	\$1,300.00	
	10	W-F	430P-5P	NEWS	:30	\$650.00	10/17-10/19	3	1	3	\$1,950.00	
	11	M-TU	5P-530P	NEWS	:30	\$850.00	10/22-10/23	2 P2	1	2	\$1,700.00	

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	W-F	5P-530P	NEWS	:30	\$850.00	10/17-10/19	3 P2	1	3	\$2,550.00	
	13	M-TU	530P-6P	NEWS	:30	\$900.00	10/22-10/23	2	1	2	\$1,800.00	
	14	W-F	530P-6P	NEWS	:30	\$900.00	10/17-10/19	3	1	3	\$2,700.00	
	15	M-TU	7P-730P	INSIDE EDITION	:30	\$1,200.00	10/22-10/23	2 P2	1	2	\$2,400.00	
	16	W-F	7P-730P	INSIDE EDITION	:30	\$1,200.00	10/17-10/19	3	1	3	\$3,600.00	
	17	M-TU	730P-8P	ENT TONIGHT	:30	\$1,500.00	10/22-10/23	2 P2	1	2	\$3,000.00	
	18	W-F	730P-8P	ENT TONIGHT	:30	\$1,500.00	10/17-10/19	3	1	3	\$4,500.00	
	19	M-TU	11P-1130P	NEWS	:30	\$2,500.00	10/22-10/23	4 P2	1	4	\$10,000.00	
	20	W-F	11P-1130P	NEWS	:30	\$2,500.00	10/17-10/19	6	1	6	\$15,000.00	
	21	M	10P-11P	HAWAII 5-0	:30	\$7,500.00	10/22-10/22	2 P2	1	2	\$15,000.00	
	22	TU	8P-9P	NCIS	:30	\$4,500.00	10/23-10/23	2	1	2	\$9,000.00	
	23	TU	9P-10P	NCIS: LA	:30	\$6,500.00	10/23-10/23	2	1	2	\$13,000.00	
	24	W	9P-10P	CRIMINAL MINDS	:30	\$7,500.00	10/17-10/17	2	1	2	\$15,000.00	
	25	W	10P-11P	CSI	:30	\$6,000.00	10/17-10/17	2	1	2	\$12,000.00	
	26	TH	8P-830P	BIG BANG / 2.5 MEN	:30	\$5,500.00	10/18-10/18	2	1	2	\$11,000.00	
	27	F	8P-9P	CSI: NY	:30	\$5,000.00	10/19-10/19	1	1	1	\$5,000.00	
	28	F	10P-11P	BLUE BLOODS	:30	\$3,500.00	10/19-10/19	1	1	1	\$3,500.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SA	6A-7A	NEWS	:30	\$100.00	10/20-10/20	1 P4	1	1	\$100.00 K	
	30	SA	7A-8A	NEWS	:30	\$150.00	10/20-10/20	2 P3	1	2	\$300.00 *	
	31	SA	8A-10A	EARLY SHOW	:30	\$225.00	10/20-10/20	2 P3	1	2	\$450.00 K	
	32	SA	1230P-330P	COLLEGE FOOTBALL	:30	\$750.00	10/20-10/20	2 P3	1	2	\$1,500.00	
	33	SA	330P-7P	COLLEGE FOOTBALL	:30	\$1,500.00	10/20-10/20	2 P2	1	2	\$3,000.00	
	34	SA	7P-8P	ENT TONIGHT	:30	\$350.00	10/20-10/20	2 P3	1	2	\$700.00	
	35	SA	8P-9P	COMEDYTIME	:30	\$1,200.00	10/20-10/20	1 P2	1	1	\$1,200.00	
	36	SA	9P-10P	CRIMETIME	:30	\$1,400.00	10/20-10/20	1 P2	1	1	\$1,400.00	
	37	SA	10P-11P	48 HRS	:30	\$3,500.00	10/20-10/20	1 P2	1	1	\$3,500.00	
	38	SA	11P-1130P	NEWS	:30	\$1,100.00	10/20-10/20	2 P3	1	2	\$2,200.00	
	39	SU	9A-1030A	NEWS	:30	\$900.00	10/21-10/21	2 P2	1	2	\$1,800.00	
	40	SU	10A-1030A	NEWS	:30	\$450.00	10/21-10/21	2 P3	1	2	\$900.00 *	
	41	SU	1030A-11A	FACE THE NATION	:30	\$650.00	10/21-10/21	1 P2	1	1	\$650.00	
	42	SU	1P-4P	NFL FOOTBALL	:30	\$6,000.00	10/21-10/21	1 P3	1	1	\$6,000.00 *	
	43	SU	4P-7P	NFL FOOTBALL	:30	\$6,000.00	10/21-10/21	1 P3	1	1	\$6,000.00 *	
	44	SU	7P-8P	60 MIN	:30	\$5,000.00	10/21-10/21	2 P2	1	2	\$10,000.00	

2x Th-Fr  
5:30-6P  
10/15  
@ \$500

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	45	SU	8P-9P	AMAZING RACE	:30	\$5,500.00	10/21-10/21	2 P2	1	2	\$11,000.00	
	46	SU	9P-10P	GOOD WIFE	:30	\$5,500.00	10/21-10/21	2 P2	1	2	\$11,000.00	
	47	SU	10P-11P	MENTALIST	:30	\$7,500.00	10/21-10/21	2 P2	1	2	\$15,000.00	
	48	SU	11P-1130P	NEWS	:30	\$1,100.00	10/21-10/21	2 P3	1	2	\$2,200.00	

---REPORT TOTALS---

Report Totals: 102 / \$221,650.00

---SALES MONTHLY TOTALS---

Oct 12: 102 / \$221,650.00  
Sales Totals: 102 / \$221,650.00  
Station Totals: 102 / \$221,650.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$554,125	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPC	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

SHARES EST WILL FOLLOW

Books null  
Demos RA35+



Order / Rev: 66276 Advertiser: Romney/R/President  
 Alt Order #: 09845248 Product Desc: ROMNEY 4 PRESIDENT  
 Flight Dates: 10/17/12 - 10/23/12 Estimate: 8

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/22/12	10/23/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	MT-----	2	\$450.00	0.00									
E 4	WKRC	10/17/12	10/19/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	--WTF--	3	\$450.00	0.00									
E 5	WKRC	10/22/12	10/23/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	MT-----	2	\$350.00	0.00									
E 6	WKRC	10/17/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	--WTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	--WTF--	3	\$350.00	0.00									
E 7	WKRC	10/22/12	10/23/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	MT-----	2	\$350.00	0.00									
E 8	WKRC	10/17/12	10/19/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	--WTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	--WTF--	3	\$350.00	0.00									
E 9	WKRC	10/22/12	10/23/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:30 PM-5:00 PM	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	MT-----	2	\$650.00	0.00									
E 10	WKRC	10/17/12	10/19/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	--WTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	--WTF--	3	\$650.00	0.00									
E 11	WKRC	10/22/12	10/23/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	MT-----	2	\$850.00	0.00									
E 12	WKRC	10/17/12	10/19/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--WTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	--WTF--	3	\$850.00	0.00									
E 13	WKRC	10/22/12	10/23/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	MT-----	2	\$900.00	0.00									
E 14	WKRC	10/17/12	10/19/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	--WTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	--WTF--	3	\$900.00	0.00									
E 15	WKRC	10/22/12	10/23/12		CM	7:00 PM-7:30 PM	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00

Order / Rev: 66276 Advertiser: Romney/R/President  
 Alt Order #: 09845248 Product Desc: ROMNEY 4 PRESIDENT Local 12 WKRC-TV  
 Flight Dates: 10/17/12 - 10/23/12 Estimate: 8

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>INSIDE EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	MT-----	2	\$1,200.00	0.00								
E 16	WKRC	10/17/12	10/19/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
<b>INSIDE EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	--WTF--	3	\$1,200.00	0.00								
E 17	WKRC	10/22/12	10/23/12	M-F 730p-8p	CM	7:30 PM-8:00 PM	MT-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
<b>ENT TONIGHT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	MT-----	2	\$1,500.00	0.00								
E 18	WKRC	10/17/12	10/19/12	M-F 730p-8p	CM	7:30 PM-8:00 PM	--WTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
<b>ENT TONIGHT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	--WTF--	3	\$1,500.00	0.00								
E 19	WKRC	10/22/12	10/23/12	M-F 730p-8p	CM	11:00 PM-11:30 PM	MT-----	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	MT-----	4	\$2,500.00	0.00								
E 20	WKRC	10/17/12	10/19/12	11p M-F Local 12 News	CM	11:00 PM-11:30 PM	--WTF--	:30	6	\$2,500.00	P-2	0.00	NM	6	\$15,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	--WTF--	6	\$2,500.00	0.00								
E 21	WKRC	10/22/12	10/22/12	Mon Reg 3	CM	10:00 PM-11:00 PM	MT-----	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
<b>HAWAII 5-0</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	M-----	2	\$7,500.00	0.00								
E 22	WKRC	10/23/12	10/23/12	Tue Reg 1	CM	8:00 PM-9:00 PM	-T-----	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
<b>NCIS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	2	\$4,500.00	0.00								
E 23	WKRC	10/23/12	10/23/12	Tue Reg 2	CM	9:00 PM-10:00 PM	-T-----	:30	2	\$6,500.00	P-2	0.00	NM	2	\$13,000.00
<b>NCIS: LA</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	2	\$6,500.00	0.00								
E 24	WKRC	10/17/12	10/17/12	Wed Reg 2	CM	9:00 PM-10:00 PM	--W----	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
<b>CRIMINAL MINDS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	--W----	2	\$7,500.00	0.00								
E 25	WKRC	10/17/12	10/17/12	Wed Reg 3	CM	10:00 PM-11:00 PM	--W----	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
<b>CSI</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	--W----	2	\$6,000.00	0.00								
E 26	WKRC	10/18/12	10/18/12	Thu Reg 1	CM	8:00 PM-8:30 PM	---T---	:30	2	\$5,500.00	P-2	0.00	NM	2	\$11,000.00
<b>BIG BANG / 2.5 MEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	---T---	2	\$5,500.00	0.00								
E 27	WKRC	10/19/12	10/19/12	Mon Reg 1	CM	8:00 PM-9:00 PM	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00

Order / Rev: 66276 Advertiser: Romney/R/President  
 Alt Order #: 09845248 Product Desc: ROMNEY 4 PRESIDENT Local 12 WKRC-TV  
 Flight Dates: 10/17/12 - 10/23/12 Estimate: 8

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CSI: NY															
				Fri Reg 1											
				Fri Reg 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	----F--	1	\$5,000.00	0.00								
E 28	WKRC	10/19/12	10/19/12	Fri Reg 3	CM	10:00 PM-11:00 PM	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				Fri Reg 3											
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	----F--	1	\$3,500.00	0.00								
E 29	WKRC	10/20/12	10/20/12	6a-8a Local 12 News Sa	CM	6:00 AM-7:00 AM	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
				6a-8a Local 12 News Sat											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	1	\$100.00	0.00								
E 30	WKRC	10/20/12	10/20/12	6a-8a Local 12 News Sa	CM	7:00 AM-8:00 AM	-----S-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
				6a-8a Local 12 News Sat											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$150.00	0.00								
E 31	WKRC	10/20/12	10/20/12	CBS This Morning Satur	CM	8:00 AM-10:00 AM	-----S-	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
				Saturday Early Show											
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$225.00	0.00								
E 32	WKRC	10/20/12	10/20/12	Big East Football	CM	12:30 PM-3:30 PM	-----S-	:30	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
				Big East Football											
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$750.00	0.00								
E 33	WKRC	10/20/12	10/20/12	SEC Football	CM	3:30 PM-7:00 PM	-----S-	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				SEC Football											
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$1,500.00	0.00								
E 34	WKRC	10/20/12	10/20/12	Sa Prime Access Rotat	CM	7:00 PM-8:00 PM	-----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
				Sa Prime Access											
ENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$350.00	0.00								
E 35	WKRC	10/20/12	10/20/12	Sat Reg 1	CM	8:00 PM-9:00 PM	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Sat Reg 1											
COMEDYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	1	\$1,200.00	0.00								
E 36	WKRC	10/20/12	10/20/12	Sat Reg 2	CM	9:00 PM-10:00 PM	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				Sat Reg 2											
CRIMETIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	1	\$1,400.00	0.00								
E 37	WKRC	10/20/12	10/20/12	Sat Reg 3	CM	10:00 PM-11:00 PM	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				Sat Reg 3											
48 HRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	1	\$3,500.00	0.00								
E 38	WKRC	10/20/12	10/20/12	11p M-Su Local 12 News	CM	11:00 PM-11:30 PM	-----S-	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
				11p M-Su Local 12 News 11											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$1,100.00	0.00								
E 39	WKRC	10/21/12	10/21/12		CM	9:00 AM-10:30 AM	-----S	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00



